DEPARTMENT OF NATURAL RESOURCES
POSITION DESCRIPTION

Working Title: External Services (EX) Division SharePoint/Web Publisher
Classification: IS Business Automation – Specialist

Purpose of the Position:
Under general supervision, this position reports to the Technology Services Section Chief in the External Services (EX) Division and serves as a publisher for the division's web-based platforms, applications, Internet and Intranet, SharePoint and other web platforms, survey tools (such as Survey Monkey) and communication tools (such as GovDelivery). This position assists on project teams for the purpose of planning, developing, implementing, enhancing, monitoring, and maintaining the division's short-term and long-term web content. This position is part of a section of IT professionals at the Division-level. The position assists to communicate/train/educate a team of web publishers/SharePoint developers, Subject Matter Experts and content managers across the division and supports those staff to ensure they successfully follow the department's policies and process for web and SharePoint development, maintenance and management.

The position requires a strong knowledge base and experience: managing web and SharePoint application and site development efforts; serving in a business analyst role with the aptitude and desire for problem-solving and creating solutions; consulting with the Office of Communications and Bureau of Technology Services (BTS) staff and customers; negotiating solutions; mentoring other web staff in the division; and working on development teams to integrate complex IT solutions in desktop and mobile web environments. The position requires advanced analyses (feasibility, cost-benefit, systems requirements) and interprets business requirements for technical staff and contractors. The position plans and manages web and SharePoint development and assists with budgets through the entire project life cycle for the portfolio of web and SharePoint projects in the EX Division. The position ensures that EX Division web and SharePoint applications meet department and enterprise standards. This position maintains knowledge and expertise by staying abreast of current research and maintains an effective professional network. The customer base for this position includes 4 programs, 2 Division level sections and serves colleagues throughout the Department, key partner groups statewide as well as corresponding programs at other local, state and federal agencies.

Location, Geographic Scope and Travel Requirements:
This position is based in Madison with responsibilities statewide. Occasional travel within the state is required for meetings, conferences, staff training, etc. Travel out-of-state is rare.

Responsibilities and Accountabilities:

35% A. SharePoint Coordination/Maintenance - Division SharePoint Coordination/Administration Collaborate with other members of the EX Division to manage the division's SharePoint websites and maximize efficient and effective use of human and fiscal resources.

A1	Serve as the SharePoint lead for the division; develop & maintain the EX division web architecture; troubleshoot, identify, and resolve production and development application problems; obtain and maintain appropriate knowledges and authorities.
A2	Plan, monitor, and oversee projects and related work activities for the development of applications and content on our EX Division SharePoint websites, ensuring that content is written in an appropriate style and tone for the audience it serves, and that appropriate coordination is completed with all affected, including the Office of the Secretary and the Office of Communications.
A3	Assist to manage division SharePoint projects; define and document business needs, objectives and procedures; analyze benefits, technical requirements and alternatives for SharePoint-based applications and communication platforms; and ensure that the division's SharePoint publishers and content editors meet required SharePoint updating and maintenance tasks in accordance with the approved standards and timelines.
A4	Design, develop, and implement standard EX Division SharePoint frameworks and templates, which includes ensuring the appropriate staff are aware of and following them and that the content is audience friendly and the site is easy to use.
A5	Lead teams of application and web professionals, determine resources and skill needs, provide training on the Department's SharePoint tools and frameworks and assign tasks, to ensure efficient and effective SharePoint projects and pages.

A6   Develop and review plans for SharePoint-related projects to ensure that EX Program web managers have planned for adequate resources to complete the projects and raise issues to program/division/department management through appropriate communication mechanisms regarding how the proposed projects will fit with other planned projects.

A7   Identify issues affecting division and agency-wide integration of SharePoint and work with division IT staff, division management, the department web team and BTS management to resolve these issues.

A8   Assist EX Program web staff and others with setting training objectives and plans related to division/program SharePoint tools and frameworks for business area experts, program area liaisons, and division training staff.

A9   Provide expertise on SharePoint design to program/division staff based on the usability of the web and the analytics collected, with a goal of creative presentation that meets the needs of stakeholders.

A10   Consult with other staff on statewide planning for SharePoint technology to be incorporated into division communication, action and project plans.

A11   Develop technical policies, procedures, and standards for the use of SharePoint for use within the EX Division.

60% B Web Publisher - Collaborate with the EX Division Web Coordinator and other members of the EM Division to manage the division's internet and intranet websites and maximize efficient and effective use of human and fiscal resources.

B1   Develop & maintain the EX division web architecture; troubleshoot, identify, and resolve production and development application problems; obtain and maintain appropriate knowledges and authorities.

B2   Plan, monitor, and oversee short-term and long-term projects and related work activities for the development of applications or content on our EX Division intranet and internet websites, ensuring that content is written in an appropriate style and tone for the audience it serves, and that appropriate coordination is completed with all affected, including the Office of the Secretary and the Office of Communications.

B3   Manage division web projects; define and document business needs, objectives and procedures; analyze benefits, technical requirements and alternatives for web-based applications and communication platforms; and ensure that the division's web publishers and content editors meet required web updating and maintenance tasks in accordance with the approved standards and timelines.

B4   Design, develop, and implement standard EX Division website frameworks and templates, including the use of HTML and CSS, and ensure the appropriate staff are aware of and following them and that the content is audience friendly and the site is easy to use.

B5   Assist to lead teams of application and web professionals, determine resources and skill needs, provide training on the Department's web tools and frameworks and assign tasks, to ensure efficient and effective intranet and internet projects and pages.

B6   Develop and review plans for intranet and internet-related projects to ensure that EX Program web managers have planned for adequate resources to complete the projects and raise issues to program/division/department management through appropriate communication mechanisms regarding how the proposed projects will fit with other planned projects.

B7   Identify issues affecting division and agency-wide integration of the intranet and internet and work with division IT staff, division management, the department web team and BTS management to resolve these issues.

B8   Assist Division Web Coordinator and others with setting training objectives and plans related to division/program web tools and frameworks for business area experts.

B9   Provide expertise on web design to program/division staff based on the usability of the web and the analytics collected, with a goal of creative presentation that meets the needs of stakeholders.

B10   Consult with other staff on statewide planning for web technology to be incorporated into division communication, action and project plans.

B11   Assist to develop technical policies, procedures, and standards for the use of the intranet and internet for use within the EX Division.

5%   C Organizational Responsiveness

C1   Review and keep abreast of changes in knowledge and practices of position-related activities in responsibilities.

C2   Participate in job-related training and organizational meetings as assigned by supervisor.

C3   Prepare forms and reports as necessary for personnel and budget accounting purposes in a timely manner.

C4   Perform other position-related duties as assigned.

C5   Follow all general and position-related safety requirements.

Knowledge, Skills and Abilities:

1. Knowledge of customer service concepts and strategies with strong problem-solving skills.
2. Knowledge of web technologies for serving software and mapping system applications to customers.
3. Knowledge of internet and intranet websites, including maintenance of these technologies.
4. Knowledge of website analysis, investigating parameters, and using prototypes for employing technology for communication needs.
5. Knowledge of web (internet/intranet) content management systems.
6. Knowledge and skill related to internet and website design, development, including navigation, architecture, usability, and integrating content from multiple sources.
7. Knowledge and skills related to identifying, analyzing, and meeting program IT needs.
8. Knowledge of short and long-range planning methods, team building and negotiating.
9. Knowledge of the relationship between complex emerging technologies, information technology and systems, and their application across programs in an enterprise context.
10. Skill in the use of Microsoft office products including Access, Excel, Word, Skype, and Power Point.
11. Knowledge and skills related to the use of SharePoint at many levels (e.g. administration, user and customer support).
12. Skill in the use of mobile responsive website design techniques.
13. Skill in coding languages such as HTML/CSS.
14. Ability to use web editing software such as Adobe Acrobat, Photoshop and Dreamweaver.
15. Ability to be detailed oriented and perform tasks with a high level of accuracy, while keeping an eye on the big picture.
16. Ability to demonstrate good prioritization and organizational skills, and to work independently on multiple tasks/projects at one time.
17. Ability to function as part of a team of IT professionals with distinctive areas of expertise.
18. Skill working with subject matter experts, business analysts and other IT professionals in the development of technical specifications for use by programmers developing complex applications.
19. Ability to analyze changes to IT architecture, assess the impacts on business systems, develop options to resolve resulting issues, and prepare and present information to management.
20. Ability to communicate effectively to both technical staff and non-technical staff, including managers, both verbally and in writing.

Physical Requirements and Environmental Factors:

Physical requirements include talking in front of groups, sitting for long periods of time, lifting and carrying 5 to 30 lb. Environmental factors include working indoors in an office setting and independently traveling to offices around the state.

Equipment Used: Computers, tablets, smartphones, field data recorders, projectors, virtual meeting hardware, fax machine, calculator, copy machine, and telephone.

Telework Evaluation

Because this position must be available for regular in-office contacts and works closely with developers and business experts/managers, telework could be available only on an occasional basis.

<u>**ADDENDUM:**</u>

Positional competencies:
Decision Making: Able to analyze situations fully and accurately to reach productive decisions. Consults appropriate parties when necessary and identifies the key concerns and/or issues that need to be addressed in order to make the best decision possible, at the correct level of decision hierarchy. The desired outcomes for this competency include excellence and credibility in decision making.

Service Excellence: Makes customer service a top priority and constantly seeks to improve customer service. Is responsive to changes in what customers want and need. Delivers on promises made to customers and follows up appropriately. The desired outcome for this competency is a strong connection to our customers.

Effective Communications: Able to express ideas in a clear, concise and effective manner, whether speaking or in writing. Uses correct grammar and sentence structure in communications. Is a good listener, even when differing viewpoints are being expressed. Openly shares information and keeps all relevant parties updated. The desired outcome for this competency is strategic unity built on trust.

Interpersonal Relationships: Builds and maintains effective working relationships with others both internally and outside the organization; takes a positive and productive approach to resolving any conflicts which may arise. Exemplifies the commitment to the DNR's core value of respect; to work with people, to understand each other's views and to carry out the public will, maintain integrity, and treat everyone with fairness, compassion and dignity. The desired outcome of this competency is a shared mind set and pool of meaning.

Leadership: Fosters and encourages support from his/her team to accomplish objectives, follow procedures, and accepts suggestions; inspires confidence and respect; motivates people to achieve agency goals and objectives; promotes respect, honesty, integrity, and fairness to all. Enforces standards/rules fairly and consistently and leads with courage. The desired outcomes for this competency are accountability through ownership of the work, staff alignment with agency direction, and full engagement of all employees.